

## WORLD TRIBUNE MAILBOX

### More on the New Logo

The new graphic format of the *World Tribune* is exciting and innovative. Many thanks to your graphic artists, Don Sanders and Ellen Brown, for implementing the new design. I was especially thrilled to see the new remake of the banner. Its colorful, upbeat image will definitely attract young people to our publication, if just out of curiosity. I was disappointed to read the negative reaction to the new design in several letters in the July 24 "Mailbox."

I have been a graphic designer since 1972, the year after I joined this great organization. In 1973, I went to work for Nashville's daily newspapers, *The Tennessean* and *Nashville Banner*, spending 13 years of my career there. During my newspaper stint, I witnessed and participated in many changes, not only in the technology of graphics but in the way daily newspapers have had to scrutinize every aspect of publication for their very survival. Last year marked the demise of our city's evening newspaper, the *Nashville Banner*. Today, many newspapers use colorful computer graphics in order to attract more advertisers and increase circulation.

Naturally, the *World Tribune* is not based on advertising revenue. But the *World Tribune* is a very vital part of our practice and encouragement. I can't begin to tell you how many times I have been encouraged and gained the very guidance I needed by picking up the *World Tribune* and reading it! It's also a tremendous resource for those of us who live in rural areas away from community centers.

As we reach the end of this century and look toward the new millennium, the future of kosen-rufu is in our hands as members of the SGI-USA. The future will be led by our present youth division. Let's listen to the youth division and ask them if we need to fall back to our old banner design (Old English lettering) or stick with our new *World Tribune*.

— MEREDITH GREEN, Kingston Springs, Tenn.

Whoever is doing your layout is doing a fine job. I like the risks you're taking with type and design to make this a publication for the 21st century. Also, the content and quality of articles and features are noticeably improved. The newspaper seems to reflect the diversity of our membership and to be a vehicle for different opinions — how wonderful that this spirit exists within our organization!

As for the recent debate in the "Mailbox" relating to liberals/conservatives and family values, I simply hope that you'll continue to publish SGI President Ikeda's writings about parents and children, as well as family-oriented features such as the "Clearly a Parent" column. It's terrific! Nellida Gallagher's writing always makes me smile.

I often share the *World Tribune* with friends and family — there is something for everyone. Keep up the good work...

— LIZ DWYER, Croton-on-Hudson, N.Y.

When I received the first issue of the *World Tribune* with its new masthead design, I thought that perhaps the issue was harkening back (based on some sort of anniversary or commemoration) to another earlier, more naive day, when it was a fledgling publication. Since the masthead so completely conveyed to me a kind of sophomoric high-school annual quality, I searched the paper for evidence that this really was a nostalgic flashback in time. I was astonished to discover that the new masthead was simply that: the new masthead.

Title: Mailbox: 08/21/98

Subject: World Tribune 08/21/98 n.3205 p.15 WT980821p15

Author:

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Since I value the *World Tribune* so much, I thought I should reserve further judgment until the next mailing. After all, I may have been feeling churlish and curmudgeonly on that particular day. However, when the following issue arrived, I was appalled at the amateur effect that the masthead so utterly achieved.

I was buoyed (as much as “misery loves company” allows) by comments in the July 24 issue from other readers equally disappointed in the “new” look. I would especially like to echo William Cowell’s remark that the masthead be “dignified, look professional and be immediately recognizable as what it is” to potential readers who may not be members....

I appreciate the magnificent efforts of those who labor on the staff to provide for us subscribers a paper that visually and editorially expresses both the wide view and the specific profundity of the Daishonin’s Buddhism.

I have enjoyed, for the most part, the layout and graphic changes that the paper has experimented with over the years. I am sure that the *World Tribune* will continue to be that clarion voice of the practitioners of this philosophy, moving confidently and compassionately forward, happy and united, under the banner — [P-L-E-A-S-E?] — of another masthead!

— HELEN JENSEN, Denver

After reading some of the curmudgeonly comments about the new logo and other changes, I gotta tell ya, the *World Tribune* is better than ever in my humble opinion. I see more reader participation, more variety, a better layout than ever before, and I feel more interested in looking into the contents for my own personal growth. And not just because I’m A Leader. As a one-time writer/editor for the Trib, I know how hard it is to do what you do, to be endlessly new and faithfully true at the same time. You’re doin’ it! Keeeeep on doin’ it!

— CHIP GOODRICH, San Francisco

I read the July 24 letters, and I just want to say that I feel sorry for you guys. Obviously, you have put a lot of thought and effort into continually seeking a better and better format for the *World Tribune*, and I think that you deserve more applause than criticism. Change may not always be necessary, but it is more exciting than doing the same thing year after year. If the *World Tribune* had not continued to experiment with its format, we’d still have the same stuffy paper we had 10 years ago.

Especially as a youth division member, I want change! Good or bad, things need to keep moving — whether it’s in the organization or in our publications.

However, I do think that there were a few good points made. I can understand why some people may not like the logo (it looks like a baseball program to me, but then again that may be more appealing to younger youth division members), and I think it’s probably a good idea for the *World Tribune* to state something about its purpose and function on the cover. Having said that, I don’t want a dry, sober, “dignified” paper! Our publications, in my opinion, need to be more than simply informative. They need to be interesting. I would love it if the *World Tribune* changed its format every week! “Mature organization” my butt!...

Anyway, I don’t understand why people get so up-in-arms about this stuff. But not only that, I get offended at the condescending way people tell us how things should be. As a paper of the people, I believe all our opinions are important, but I also think that we need to keep in mind they are our personal opinions, not the gospel truth.

In fact, I may be full of it. So I’ll end here.

Thanks for changing. Keep it up. (But that’s just my opinion.)

— CHRIS BRACKETT, Glendale, Calif.

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It has been interesting to read the letters of the subscribers of the *World Tribune* that do not approve of the new layout and logo. I hadn't really thought much about it; my main concern with the *World Tribune* is that I get it every week so that I can enrich my life.

But now that it has been brought to my attention, I just wanted to comment that I think the new design is much more accessible to the younger youth division members and friends of the SGI. Of course, there was nothing wrong with the old design, but my feeling is that the new one will make some people feel more comfortable with our publications and organization. It just connotes a sort of friendliness.

I work with the junior high and high school divisions, and I can tell you that I will feel a lot better about showing the new *World Tribune* to my youth division members without making them feel like it's not really for them. I understand that we have a monthly section, but one of my goals is to get the youth to read the whole newspaper.

I am glad the *World Tribune* is moving forward and truly making it a newspaper for all people.

— ALEXIS TRASS, Griffith, Ind.

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